



TOURISM ADVISORY COUNCIL

BIG HORN RESORT
1801 MAJESTIC LANE
FEBRUARY 6-8, 2012

Persons may address the Tourism Advisory Council in person at **Big Horn Resort, 1801 Majestic Lane, Billings**. Persons may address the Council on any matter listed on the agenda by contacting Rhonda Fitzgerald, TAC Chair, before the item is considered. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Carmen Levick, Executive Assistant, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

COMMITTEE MEETING SCHEDULE

All committee meetings and the Tourism Advisory Council Meeting are open to the public.

MONDAY, February 6, 2012

2:00-3:00 pm Site Selection Task Force—Yellowstone Room

Meg O'Leary—Chair, Cyndy Andrus, Bev Harbaugh, Bill McGladdery,
Carla Hunsley, Debbie Vandeberg, Mike Mergenthaler, Barb Sanem

3:00-5:00 pm Tourism Research/Public Awareness Committee—Yellowstone Room

Bill McGladdery—Chair, Cyndy Andrus, Ed DesRosier, Kim Holzer, Gail Richardson, John Brewer,
Gayle Fisher, Cindy Perdue-Dolan, Carol Lindseth, Diane Medler, John Laney, Jan Metzmaker,
Norma Nickerson, Chrissy Oschell, Kara Grau, Katy Peterson, Sarah Lawlor

5:00-7:00 pm Executive Committee—Big Horn Board Room

Rhonda Fitzgerald—Chair, Cyndy Andrus, Ed DesRosier, Bill McGladdery, Stan Ozark, Amber
Wood-Jensen, Jeri Duran, Anna Marie Moe



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AGENDA

TUESDAY, February 7, 2012

8:30 a.m. Call to Order, Introductions

—Rhonda Fitzgerald, Chair, TAC

A. Approval of Minutes

- a) Approval of October 2-3, 2011, TAC Retreat Meeting Minutes
- b) Approval of October 6-7, 2011 TAC Meeting Minutes

Action: Consider a motion to approve the minutes of the October 2-3 TAC retreat and the October 6-7 TAC meeting

B. Consent Agenda

All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

1. Acknowledge the distribution of SEGP Grant funds

Big Sky: Big Sky PBR - \$12,201, Sponsor: Big Sky Community Corporation
Great Falls: The Russell: The Sale to Benefit the CM Russell Museum - \$19,350, Sponsor: Trigg-CM Russell Foundation
Helena: 52nd Annual Last Chance Stampede & Fair - \$12,500, Sponsor: Lewis & Clark County Fairgrounds
Helena: Montana Wild West Fest - \$10,125, Sponsor: Montana Living History Program
Hobson: Montana Bale Trail - \$9,663, Sponsor: Friends of the Hobson Library
Kalispell: Montana Dragon Boat Festival - \$23,000, Sponsor: Kalispell Chamber of Commerce
Kalispell: Big Sky Classic - \$5,350, Sponsor: Montana Reining Horse Association
West Yellowstone: Kids' N' Snow - \$7,811, S

Action: Consider a motion to approve the consent agenda

C. Tourism Advisory Council Retreat Discussion/Action

Action: Discuss next steps and take action accordingly

D. Montana Office of Tourism (MTOT) Update

—Jeri Duran, Montana Office of Tourism Administrator

- Montana Film Office (MFO) Update
- Montana Office of Tourism Update
 - MTOT Staff Retreat
 - Governor's Conference on Tourism & Recreation
 - Lodging Tax Revenue Reports

E. Budget Discussion

—Jeri Duran Montana Office of Tourism Administrator

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F. Executive Committee Report

—Rhonda Fitzgerald, Chair, Tourism Advisory Council

G. Custer Country Name Change

—John Brewer, President/CEO; Montana's Custer Country, Inc.

Action: Consider a motion to recognize Custer Country name change

12:00 Lunch (\$6)—Madison Room

Discussion with Area Legislators /Montana Lodging & Hospitality Association

—Jackie Yellowtail-Welcome & Introductions

—Mary Paoli, Mary Paoli Communications /Voices of Montana Tourism

1:30

H. Public Comment on issues relevant to Council jurisdiction but not on the agenda

Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.

I. ITRR Research Projects Update

— 2012 Outlook and Research Results: Dr. Norma Nickerson, Dr. Christine Oschell

J. Committee Reports by Respective Chairs

—Audits & Applications Committee – Amber Wood-Jensen, Chair

Action: Consider a motion to approve recommendations from the audits and apps committee

—Regulations Committee – Amber Wood-Jensen, Chair

—Site Selection Task Force – Meg O'Leary, Chair

Action: Consider a motion to approve the recommendations of the Site Selection Committee

—Tourism Awards Task Force – Stan Ozark, Chair

—TIIP Grants Task Force – Kim Holzer, Chair

—Tourism Research/Public Awareness Committee – Bill McGladdery, Chair

Action: Consider a motion to approve recommendations from the TR/PA Committees

—MTRI – Amber Wood-Jensen, TAC Representative

—Wayfinding Task Force – Cyndy Andrus, Chair

K. Fish, Wildlife & Parks Update

—Chas VanGenderen, Administrator-Montana State Parks

L. Montana Tribal Tourism Update

—Jackie Yellowtail-Tourism Advisory Council

6:00 Reception—Rimrock Mall Center Court

Welcome to Billings, Montana's Trailhead—showcase of Billings and Custer Country

—Hosted by the Billings Chamber/CVB, Billings TBID, Custer Country Tourism Region

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WEDNESDAY, February 8, 2012 — Big Horn Resort

8:00 a.m. Call to Order

—Rhonda Fitzgerald, Chair

A. Consumer Advertising Report

—Katy Peterson, Consumer Marketing Manager

B. MTOT E-Marketing Update

—Thurston Elfstrom, Sr. Interactive Designer

C. Publication Update

—Bev Clancy, Publications Manager

D. Strategic Plan Update

—Victor Bjornberg, Tourism Development and Education

E. New Business

—suggest future speakers

F. Next Meeting

a. —June 3 – 5, 2012, UM—Western, Dillon

b. —October 8-10, 2012—(Location TBD at June meeting)

G. Adjournment

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Carmen Levick no later than January 30, 2012 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.